



Strategic
Marketing &
Research, Inc.

TRAVEL MONTANA

WINTER VISITORS TRIP INFORMATION

SEPTEMBER 2004

BACKGROUND & METHODOLOGY

As part of its Tourism & Recreation Strategic Plan, Travel Montana set out to increase four-season tourism revenues by bringing more people to the State throughout the year. To achieve this goal, Travel Montana targeted some of its marketing efforts at attracting visitors to the State during the Winter months. Specifically during 2003/2004 two marketing campaigns were launched – one was aimed at skiers and snowboarders, and the other was targeted at snowmobilers.

The full impact of these efforts was analyzed in a separate report. Since winter visitors are a primary target of the Travel Montana campaign, this report provides a profile of visitors during the winter months defined as November through April.

METHODOLOGY

For this study, a blended effort which employed telephone and Internet-based research methodologies were used. Leads were collected from the marketing campaign and those that included an e-mail address were contacted via the Internet to participate in the study. This effort was augmented by a telephone survey to ensure a representative sample of respondents.

Data collection was conducted during June and July 2004, with additional Internet respondents contacted in September. The telephone interviews were conducted from SMARI's telephone center by professional interviewers. The on-line portion of the survey was housed on SMARI's Web interviewing server. For the Ski/Snowboarding Campaign, 601 surveys were completed. The Ski/Snowboard effort included four (4) distinct media types (pay per inquiry television, magazines, direct mail and Internet). The survey data were weighted to be representative of the distribution of leads, among these four types. For the Snowmobile conversion research, 772 surveys were completed.

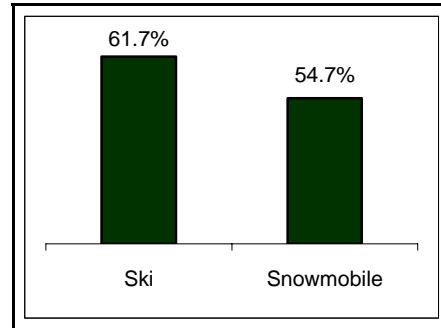
Upon completion of the data collection process, the telephone and on-line data for each of the Ski/Snowboard and Snowmobile surveys were combined and a dataset of respondents created. All responses were checked for completeness and accuracy, and those visitors for the months of November through April were selected and used in the analysis. This resulted in 66 surveys for the Ski Campaign and 61 for the Snowmobile Campaign.

The following report summarizes the key characteristics of the trips taken by visitors during the winter months of November through April. The results for both the Ski Campaign and Snowmobile Campaign are presented together and comparisons are made between them. This summary reviews the trip specifics such as activities, expenditures, and travel party size.

TRIP SPECIFICS

Travel Montana targeted two groups of visitors in its recent marketing efforts – snowmobilers and skiers/snowboarders. Since these are winter activities, a look at only those visitors who traveled to Montana during the winter months, defined as November through April, can provide valuable information. Among these winter visitors, most reported that Montana was their primary destination, especially among Ski Campaign responders. Snowmobile Campaign responders, as often as not, were headed for other destinations but chose to include a stop in Montana on their trip. The respondents to the Snowmobile Campaign were asked about other places they visited during their Montana trip. Wyoming (51.4%) and Idaho (45.7%) were the most popular. Other states that they reported visiting included Washington (11.4%) South Dakota (2.9%), Canada (2.9%), and Colorado (2.9%). (This question was not asked of respondents to the Ski Campaign).

**Montana Was
Primary Destination**



The most popular month for visitation was March, with more than one in five from both the Ski and Snowmobile Campaigns reporting a visit during this month. April also had high visitation. Many schools have a spring break around March and April which could account for some of the heavier visitation during these months.

Month of Visitation

Month	Ski	Snowmobile
November	9.2%	11.5%
December	9.2%	6.6%
January	19.4%	11.5%
February	11.8%	19.7%
March	29.8%	27.9%
April	20.7%	23.0%

Looking at the activities these visitors participated in shows that about half of the respondents to the Ski Campaign reported participating in some form skiing, including downhill, cross country, and snowboarding. Of those who responded to the Snowmobile Campaign, close to half did go snowmobiling. Sightseeing, outdoor activities and visiting historic sites were also popular pastimes.

Visitor Activities

Activity	Ski	Snowmobile
Downhill skiing	43.3%	14.8%
Snowboarding	4.9%	4.9%
Cross Country skiing	6.2%	3.3%
Snowmobiling	11.7%	45.9%
Sightseeing	56.1%	50.8%
Visiting historic sites	30.6%	14.8%
Outdoor activities (e.g., hiking or camping)	26.6%	11.5%
Hunting	4.5%	3.3%

A number of reasons were cited as the primary purpose of trips to Montana. Recreation activities were the most popular, but visiting family and friends, sightseeing and relaxation and escape were important as well. Note that while many visitors indicated sightseeing during their visit to Montana, few indicated that sightseeing was the primary reason for their visit.

Primary Purpose of Trip

Purpose	Ski	Snowmobile
Recreation and activities	46.7%	41.0%
Sightseeing	3.9%	3.3%
Visit family/Family affairs	14.9%	16.4%
Relaxation and escape	8.7%	3.3%
Business, conferences, convention	8.7%	14.8%
Just passing through	6.2%	14.8%
Visit friends	4.5%	1.6%
Reunion	1.5%	0%
Combination business/pleasure	2.5%	1.6%
Wedding	0%	3.3%
Don't remember	2.3%	0%

Most winter visitors traveled to Montana via car, but almost one-half of Ski Campaign responders traveled by air. This finding fits with the geographic information in the overall report which indicated that visitors are more likely to be from relatively nearby western and northern midwestern states. As well, many more of the Snowmobile Campaign responders traveled by car. This is partly due to the fact that most snowmobilers own their snowmobiles and would bring them along on the trip, which will be discussed later in this report.

Primary Mode of Travel

	Ski	Snowmobile
Car, van or RV	45.2%	80.3%
Plane	46.8%	18.0%
Bus	1.5%	0%
Train	3.0%	0%
Other	3.5%	1.6%

The average duration of a winter visit to Montana was 4.8 days among responders to the Ski Campaign and about one day shorter for those from the Snowmobile effort. For those who responded to the Ski Campaign, the average party size was 3.2 people, and only 18.6% traveled with children. Snowmobile Campaign responders had larger travel parties, and more often included children.

Trip Duration & Party Composition

	Ski	Snowmobile
Average duration of trip	4.8 days	3.9 days
Average number of adults	3.2	4.2
Average number of children (under 18)	.4	.7
% Traveling w/ children	18.6%	31.1%

Travel Party Composition

Travel party	Ski	Snowmobile
Family	30.4%	48.1%
Couple	18.7%	14.8%
Friends	26.2%	14.8%
Family & friends	10.2%	11.1%
Alone	7.7%	1.9%
Business association	5.9%	3.7%
Organized group/club	1.0%	5.6%

Responders to the Ski Campaign utilized a variety of accommodations, though more than one-third stayed in hotels. Resorts and rental units were also a popular choice among these winter visitors. Over one-half of the Snowmobile Campaign respondents used hotels with the next largest portion staying with friends or family.

Type of Accommodations Used

Accommodations	Ski	Snowmobile
Hotel or motel	37.0%	56.1%
Home of friends or relatives	15.3%	17.5%
Campground	1.5%	1.8%
RV Park	4.5%	3.5%
Rental condo or home	14.1%	10.5%
Resort	12.9%	3.5%
Bed & Breakfast	4.0%	0%
Own vacation or second home	0%	1.8%
Guest ranch	0%	3.5%

It is also useful to know the sites where these respondents actually skied. Since the number of winter visitors is fairly small, the subset of skiers is even smaller. As a result, the findings presented in the table below relating to skiing sites should be considered directional information more actual visitation rates. In other words, the sites that have higher percentages were likely to be more popular with visitors, but the actual percentage of visitation received by each may not be exact.

The two favorite places for downhill skiing were the Big Mountain and Big Sky resorts, though several other sites were mentioned by some visitors. For cross-country skiing, only four of the winter visitors indicated participating in this activity. Big Mountain Nordic Center and Lone Mountain Ranch were the only sites mentioned by these skiers.

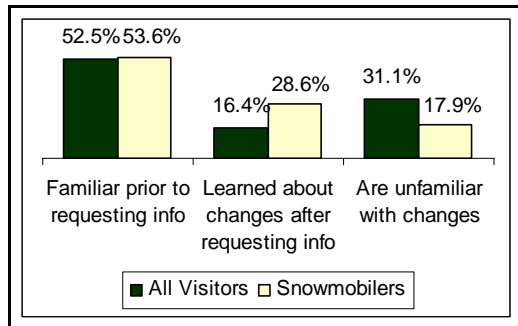
Sites Visited for Downhill Skiing	%*
Big Sky Resort	49.3%
Big Mountain Resort	31.9%
Moonlight Basin	11.2%
Blacktail Mountain	8.0%
Bridger Bowl	5.3%
Red Lodge Mountain Resort	5.3%
Other	4.9%
Snowbowl	2.1%
*n=31 people	

Of those who reported going snowmobiling while visiting Montana, most (82%) had gone to only one place for the activity. West Yellowstone and Yellowstone National Park were the most popular destinations by far.

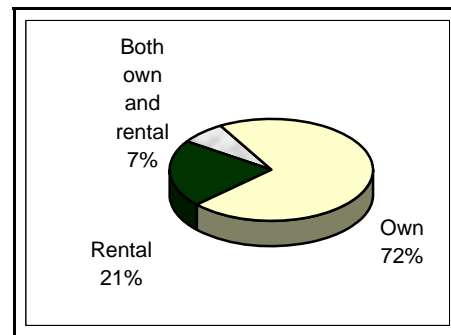
Places visited to snowmobile	%*
Yellowstone Nat'l. Park	39.3%
West Yellowstone	35.7%
Bozeman/Big Sky	17.9%
Cooke City/Silver Gate	14.3%
Seeley Lake	7.1%
Lolo Pass	7.1%
Big Timber	7.1%
Dillon/Polaris	7.1%
Hamilton/Skalkaho	7.1%
Other	7.1%
Flathead Valley	3.6%
Virginia City/Ennis	3.6%
Kootenai Country	3.6%
Lincoln	3.6%
Haugan	3.6%
Wisdom/Jackson/Sula	3.6%
Wise River	3.6%
Livingston	3.6%
* n=28 people	

More than one-fourth of snowmobilers learned about the change in snowmobile regulations at Yellowstone as a result of the travel information they received from Travel Montana. Predictably, the snowmobilers were much more familiar with the changes than were visitors in general. Nearly three-quarters of those winter visitors who went snowmobiling in Montana brought their own snowmobiles with them.

Awareness of Regulation Changes



Snowmobiles Used



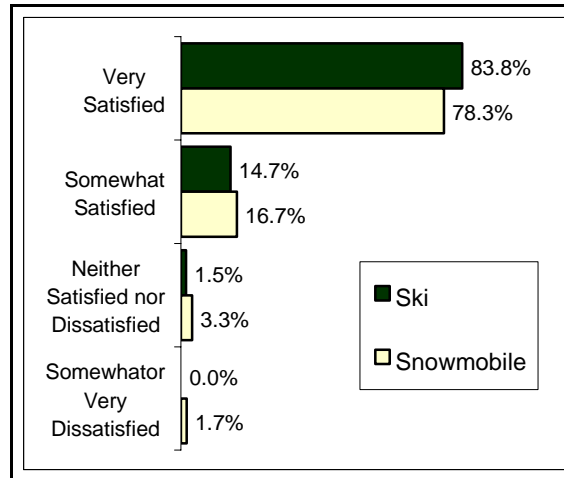
In addition to other questions about their visit, respondents were asked about their per-day expenditures. This information can be used to determine the overall economic impact generated by the campaign. Among the Ski responders who visited during winter, the total per-day expenditures were \$637, with the most money spent on meals and lodging, followed by transportation and admission costs. The total trip expenditures for these Ski responders averaged \$3,065.

The average expenditures for winter visitors who responded to the Snowmobile Campaign were lower overall than the Ski Campaign respondents at \$410 per day and, because their trips were about a day shorter, the overall trip expenditures were only \$1,588. They reported spending much less than visitors generated via the Ski Campaign in many areas, including lodging and meals.

	Ski	Snowmobile
Lodging	\$202	\$119
Meals/food/groceries	\$122	\$66
Admission/costs at attractions & Parks, including rentals, lift tickets etc.	\$93	\$43
Entertainment	\$29	\$32
Shopping	\$69	\$66
Transportation costs in Montana/rental car, gasoline, taxis, shuttles	\$95	\$58
Miscellaneous Other	\$26	\$27
Total per day expenditures	\$637	\$410
# Days	4.8	3.9
Total	\$3,065	\$1,588

Generally, winter visitors were quite pleased with the Montana experience, with the majority claiming to be “very satisfied.” This is a positive finding regarding repeat visitation, although the challenge for Travel Montana is how to communicate this level of satisfaction to attract additional visitors and build upon visitors’ positive experiences in the State.

Satisfaction with Montana Trip



APPENDIX

Travel Montana
Skiing/Snowboarding Conversion Study Questionnaire
Final – June 14, 2004

We are conducting a brief survey regarding travel and tourism. We would appreciate it if you could assist us in this research effort by completing this survey. Please let me assure you that no sales call will ever result from your participation and all your answers will be kept strictly confidential. The survey should take about 10 minutes to complete.

1. During the past year, did you travel to or through Montana?
 - 1...Yes
 - 2...No → **SKIP TO Q3**
2. Was Montana your PRIMARY vacation destination?
 - 1...Yes
 - 2...No
3. During the past year, did you take any trips of 200 miles or more that took you outside of your home state?
 - 1...Yes
 - 2...No → **if q1=2 & q3=2 skip to q24**
4. Overall, how likely are you to...? Would you say...?
 - 1...Very likely
 - 2...Somewhat likely
 - 3...Not at all likely

[] Use the internet for travel planning _____

[] Make reservations on-line _____

[] Purchase a travel package or special deal on-line _____
5. Did you request information from the state of Montana within the past year?
 - 1...Yes
 - 2...No → **SKIP TO INSTRUCTION BEFORE Q7**
6. What prompted you to request information from the state?
 - 1....I was thinking about taking a trip
 - 2....I wanted to get more information about the state
 - 3....I was already planning a trip
 - 4....Other, specify _____
- 6a. Do you recall any advertising or promotions you saw for Montana prior to requesting information?
 - 1...Television advertisement
 - 2...Magazine advertisement
 - 3...Mailing received at home
 - 4...Internet advertisement
 - 5...Search engine link
 - 6...Link on another internet site
 - 7...Magazine article
 - 8...Newspaper article
 - 9...Other, specify _____
 - 10...No, none

IF Q1=2 **SKIP TO Q22**
7. Did you decide to travel to Montana before or after you requested this information?

- 1...Before
 - 2...After
 - 3...Don't remember
8. How much or little influence did this information have on your decision to travel to Montana?
Would you say it had...?
- 1...A great deal of influence
 - 2...Some influence
 - 3...Very little, or
 - 4...No influence at all
9. Did the travel information influence the planning of the length of your stay for your travel to Montana?
- 1...Yes – Lengthened stay in Montana
 - 2...Yes – Shortened stay in Montana
 - 3...No – No effect on length of stay
10. The next few questions are about your MOST RECENT trip to Montana. What was the PRIMARY purpose of this trip?
- 1...Recreation and activities
 - 2...Sightseeing
 - 3...Relaxation and escape
 - 4...Visit historical sites/history museum
 - 5...Visit friends
 - 6...Visit family/family affairs
 - 7...Reunion
 - 8...Wedding
 - 9...Business, conference, or convention
 - 10...Combination of business and pleasure
 - 11...Medical reasons
 - 12...Just passing through
 - 13...Other (SPECIFY) _____
 - 14...Don't remember
11. What month was your most recent visit to the state?
- 1...Before September 2003
 - 2...September 2003
 - 3...October 2003
 - 4...November 2003
 - 5...December 2003
 - 6...January 2004
 - 7...February 2004
 - 8...March 2004
 - 9...April 2004
 - 10...May 2004
12. . How far in advance did you plan your trip?
- 1...Less than 1 month
 - 2...1 to 2 months
 - 3...2 to 4 months
 - 4...More than 4 months

13. Which of the following activities did you participate in, while in the state of Montana?

- 1...Downhill Skiing →ASK 13A
- 2...Snowboarding →ASK 13A
- 3...Cross Country Skiing →ASK 13B
- 4...Snowmobiling
- 5...Sightseeing
- 6...Visiting historic sites
- 7...Outdoor activities such as hiking or camping
- 8...Hunting
- 9..Other, specify _____

13a. Where did you go downhill skiing or snowboarding while in Montana?

ACCEPT MULTIPLE RESPONSES DO NOT READ

- 1...Bear Paw Ski Bowl
- 2...Big Mountain Resort
- 3...Big Sky Resort
- 4...Blacktail Mountain
- 5...Bridger Bowl
- 6...Discovery Basin
- 7...Great Divide
- 8...Lookout Pass Ski Area
- 9...Lost Trail Powder Mountain
- 10...Maverick Mountain
- 11...Moonlight Basin
- 12...Red Lodge Mountain Resort
- 13...Showdown
- 14...Snowbowl
- 15...Teton Pass
- 16...Turner Mountain
- 17..Other, specify _____

13b. Where did you go cross country skiing in Montana?

ACCEPT MULTIPLE RESPONSES DO NOT READ

- 1...B Bar Ranch
- 2...Beaverhead Deerlodge National Forest
- 3...Bigfork Nordic Center
- 4...Big Mountain Nordic Center
- 5...Bohart Ranch Ski Center
- 6...Elkhorn Hot Springs
- 7...Flathead National Forest
- 8...Gallatin National Forest
- 9...Glacier Nordic Center
- 10...Glacier National Park
- 11...Helena National Forest
- 12...Holland Lake Lodge
- 13...Izaak Walton Inn
- 14...Kootenai National Forest
- 15...Lewis & Clark National Forest
- 16...Lolo National Forest
- 17...Lone Mountain Ranch
- 18...McDonald Pass Trail System
- 19...Mount Haggin Nordic Ski Area
- 20...Mountain Meadows Guest Ranch
- 21...Red Lodge Nordic Center

- 22...Sundance Lodge
- 23...Wade Lake Resort
- 24...Yellowstone National Park
- 25..Other, specify _____

14. What was the primary form of transportation you used to get to Montana?
- 1...Plane
 - 2...Car, van or RV
 - 3...Bus
 - 4...Train
 - 5...Other (SPECIFY) _____
15. How many adults 18 years of age or older, including yourself, were in your immediate traveling party on your most recent trip? ENTER NUMBER: _____
16. How many children 17 years or younger were in your immediate traveling party on your most recent trip to Montana? ENTER NUMBER: _____
- 16a. Which best describes your travel group on your most recent trip to Montana?
- 1.....Friends
 - 2.....Family
 - 3.....Family and friends
 - 4.....Couple
 - 5.....Business Association
 - 6.....Organized group/club
 - 7.....By yourself
 - 8.....Other, SPECIFY _____
17. How many nights (OVERNIGHT) did you stay in Montana?
ENTER NUMBER: _____
18. What were your primary accommodations used while visiting Montana on your most recent trip?
- 1...Hotel or Motel
 - 2...Bed & Breakfast
 - 3...Resort
 - 4...Rental condominium or home
 - 5...Guest ranch
 - 6...Campground
 - 7...RV park
 - 8...Home of friends or relatives
 - 9...Your own vacation or second home
 - 10..Other (SPECIFY) _____
19. While you were in Montana, on average, about how much did you and your immediate traveling party spend per day in Montana, on each of the following? ENTER AMOUNT FOR EACH CATEGORY

	<u>Avg. spent per Day</u>
Lodging	_____
Meals/food/groceries	_____
Admission/Costs at attractions & parks Including rentals, lift tickets etc.	_____
Entertainment	_____
Shopping	_____

Transportation costs in Montana such as _____
Rental car, gasoline, taxis/shuttles etc. _____
Miscellaneous other things _____

20. Overall, how satisfied were you with your trip to Montana? Would you say you were...?
1...Very satisfied
2...Somewhat satisfied
3...Neither satisfied nor dissatisfied
4...Somewhat dissatisfied, or
5...Very dissatisfied
21. How likely would you be to take another trip to Montana? Would you say you would be...?
1...Very likely → **SKIP TO Q. 24.**
2...Somewhat likely → **SKIP TO Q. 24.**
3...Neither likely nor unlikely → **SKIP TO Q. 24.**
4...Somewhat unlikely, or → **SKIP TO Q. 24.**
5...Very unlikely → **SKIP TO Q. 24.**
22. Why did you choose not to visit Montana during the past year? **PROBE AND ACCEPT MULTIPLES**
1...Cost of air travel too expensive
2...Could not afford a trip/ other financial reasons
3...Did not receive information about Montana
4...No time for a trip
5...Personal or family illness/ problem
6...Montana not attractive or interesting
7...Visited another location instead of Montana
8...Prefer a location that's closer to home
9...Other reason (Specify) _____
23. Where did you visit on a trip that was over 200 miles away from home, and outside your home state? _____
24. In the next two years would you say you...?
1...Definitely will visit Montana
2...Probably will
3...Probably will not, or
4...Definitely will not visit Montana
25. In which season would you most likely visit Montana?
1...Winter
2...Spring
3...Summer
4...Fall
26. Please consider the following descriptions, and indicate how much each one describes Montana. We will be using a scale from 1 to 5, where 5 indicates it strongly describes Montana, and 1 indicates it does not describe Montana at all. You may use any number between 1 and 5
1..downhill skiing or snowboarding
2..cross country skiing
3...snowmobiling
4..winter sports, in general
5...camping/rv-ing

- 6...hiking or walking
- 7...fishing
- 8...hunting
- 9...mountains
- 10...rivers and lakes
- 11...photography
- 12...family and friends
- 13...recreational pursuits in general
- 14...visit historical sites/history/museums
- 15...natural beauty/scenery
- 16...visit national parks/sites
- 17...openness/open spaces
- 18...wildlife
- 19...calmness/relaxing/less traffic and/or stress
- 20...sense of adventure
- 21...visit Lewis & Clark sites
- 22...Western hospitality and friendliness

27. In the past five years, how many times have you been to Montana?

ENTER NUMBER OF TIMES _____

28. How interested would you be in visiting Lewis & Clark attractions or special events while on vacation in Montana? Would you say you...?

- 1...Definitely would be interested
- 2...Probably would be,
- 3...Probably would not, or
- 4...Definitely would not be interested

These last few questions are for grouping your responses with others similar to you.

29. What is your marital status?

- 1...Married
- 2...Divorced
- 3...Widowed
- 4...Single/never married

30. Are you female or male?

- 1...Female
- 2...Male

31. Including yourself, how many people are currently living in your household?

ENTER NUMBER: _____

32. How many children under the age of 18 do you have living at home?

ENTER NUMBER: _____

33. Which of the following categories best represents the last grade of school you completed?

- 1...High school or less
- 2...Some college/technical school
- 3...College graduate
- 4...Post graduate degree

34. Which of the following categories best represents the total annual income for your household before taxes?

2...under \$39,999

3...\$40,000 to \$59,999

4...\$60,000 to \$79,999

5...\$80,000 to \$99,999

6...\$100,000 to \$120,000

7...More than \$120,000

35. What is your age? ENTER AGE: _____

Thank you very much for taking the time to complete this survey!

Travel Montana
Snowmobile WEB Conversion Study Questionnaire
Final – June 14, 2004

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36. Did you travel to or through Montana?

1...Yes

2...No → **SKIP TO Q3**

37. Was Montana your PRIMARY vacation destination?

1...Yes

2...No

38. During the past year, did you take any trips of 200 miles or more that took you outside of your home state?

1...Yes

2...No

IF Q1 = 2 and Q3 = 2, SKIP to Q25.

39. Did you request information from the state of Montana within the past year?

1...Yes

2...No → **SKIP TO INSTRUCTION BEFORE Q7**

40. What prompted you to request information from the state?

ACCEPT MULTIPLES

1...I was thinking about taking a trip

2...I wanted to get more information about the state

3...I was already planning a trip

4...Other, specify _____

6. Where do you recall any advertising or promotions you saw for Montana prior to requesting information?

1...Television advertisement

2...Magazine advertisement

3...Newspaper advertisement

4...Radio advertisement

5...Mailing received at home

6...Internet advertisement

7...Search engine link

8...Link on another internet site

9...Magazine article

10...Newspaper article

11...Other, specify _____

12...No, none

IF Q1=2 SKIP TO Q23

If Q4 = 2 SKIP TO Q10

7. Did you decide to travel to Montana before or after you requested this information?
 - 1...Before
 - 2...After (SKIP TO Q9)
 - 3...Don't remember
8. How much or little influence did this information have on your decision to travel to Montana? Would you say it had...?
 - 1...A great deal of influence
 - 2...Some influence
 - 3...Very little, or
 - 4...No influence at all
9. Did the travel information influence the planning of the length of your stay for your travel to Montana?
 - 1...Yes – Lengthened stay in Montana
 - 2...Yes – Shortened stay in Montana
 - 3...No – No effect on length of stay
10. The next few questions are about your MOST RECENT trip to Montana. What was the PRIMARY purpose of this trip?
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 - 3...Relaxation and escape
 - 4...Visit historical sites/history museum
 - 5...Visit friends
 - 6...Visit family/family affairs
 - 7...Reunion
 - 8...Wedding
 - 9...Business, conference, or convention
 - 10...Combination of business and pleasure
 - 11...Medical reasons
 - 12...Just passing through
 - 13...Other (SPECIFY) _____
 - 14...Don't remember
11. What month was your most recent visit to the state?
 - 1...Before September 2003
 - 2...September 2003
 - 3...October 2003
 - 4...November 2003
 - 5...December 2003
 - 6...January 2004
 - 7...February 2004
 - 8...March 2004
 - 9...April 2004
 - 10...May 2004

12. How far in advance did you plan your trip?

- 1...Less than 1 month
- 2...1 to 2 months
- 3...2 to 4 months
- 4...More than 4 months

13. Which of the following activities did you participate in, while in the state of Montana?

- 1...Downhill Skiing
- 2...Snowboarding
- 3...Cross Country Skiing
- 4...Snowmobiling→ASK 13A
- 5...Sightseeing
- 6...Visiting historic sites
- 7...Outdoor activities such as hiking or camping
- 8...Hunting
- 9..Other, specify _____

13A. Where did you go to snowmobile while in Montana?

- 1...Big Timber
- 2...Bozeman/Big Sky
- 3...Cooke City/Silver Gate
- 4...Cut Bank
- 5...Deerlodge
- 6...Dillon/Polaris
- 7...Elk Park
- 8...Flathead Valley
- 9...Garnet
- 10...Georgetown Lake
- 11...Hamilton/Skalkaho
- 12... Haugan
- 13... Helena
- 14... Kings Hill/Little Belts
- 15... Kootenai Country
- 16...Lincoln
- 17...Livingston
- 18..Lolo Pass
- 19...Mission Mountains
- 20...Seeley Lake
- 21..Virginia City/Ennis
- 22..West Yellowstone
- 23..Wisdom/Jackson/Sula
- 24..Wise River
- 25..Yellowstone National Park
- 26..Other, specify _____

13B. Did you visit places other than Montana during this trip?

- 1...YES
- 2...NO (SKIP TO Q13D)

13C. What other places did you visit?

- 1...Wyoming
- 2...Idaho
- 3...Canada
- 4...OTHER (SPECIFY)

13D. Did you rent snowmobiles in Montana or bring your own?

- 1...Rent
- 2...Own
- 3... Both

14. Yellowstone National Park issued new regulations this past year about the usage of snowmobiles within the park. Would you say...

- 1.....You were familiar with these new regulations prior to requesting information
- 2.....Learned about these changes after requesting information
- 3.....Are unfamiliar with these changed regulations

15. What was the primary form of transportation you used to get to Montana?

- 1...Plane
- 2...Car, van or RV
- 3...Bus
- 4...Train
- 5...Other (SPECIFY) _____

16. How many adults 18 years of age or older, including yourself, were in your immediate traveling party on your most recent trip? ENTER NUMBER: _____

17. How many children 17 years or younger were in your immediate traveling party on your most recent trip to Montana? ENTER NUMBER: ____

IF Q16 + Q17 = 1, SKIP TO Q18

17A. Which best describes your travel group on your most recent trip to Montana?

- 1...Friends
- 2...Family
- 3...Family and friends
- 4...Couple
- 5...Business Association
- 6...Organized group/club
- 7...By yourself
- 8...Other (Specify)

18. How many nights (OVERNIGHT) did you stay in Montana?

ENTER NUMBER: _____

19. What were your primary accommodations used while visiting Montana on your most recent trip?

- 1...Hotel or Motel
- 2...Bed & Breakfast
- 3...Resort
- 4...Rental condominium or home
- 5...Guest ranch
- 6...Campground
- 7...RV park
- 8...Home of friends or relatives
- 9...Your own vacation or second home

10..Other (SPECIFY) _____

20. While you were in Montana, on average, about how much did you and your immediate traveling party spend per day in Montana, on each of the following? ENTER AMOUNT FOR EACH CATEGORY

	<u>Avg. spent per Day</u>
Lodging	_____
Meals/food/groceries	_____
Admission/Costs at attractions & parks	_____
Including snowmobile rentals, etc.	_____
Entertainment	_____
Shopping	_____
Transportation costs in Montana such as	_____
Rental car, gasoline, taxis/shuttles etc.	_____
Miscellaneous other things	_____

21. Overall, how satisfied were you with your trip to Montana? Would you say you were...?

1...Very satisfied
2...Somewhat satisfied
3...Neither satisfied nor dissatisfied
4...Somewhat dissatisfied, or
5...Very dissatisfied

22. How likely would you be to take another trip to Montana? Would you say you would be...?

1...Very likely → **SKIP TO Q. 25.**
2...Somewhat likely → **SKIP TO Q. 25.**
3...Neither likely nor unlikely → **SKIP TO Q. 25.**
4...Somewhat unlikely, or → **SKIP TO Q. 25.**
5...Very unlikely → **SKIP TO Q. 25.**

23. Why did you choose not to visit Montana during the past year? PROBE AND ACCEPT MULTIPLES

1...Cost of air travel too expensive
2...Could not afford a trip/ other financial reasons
3...Did not receive information about Montana
4...No time for a trip
5...Personal or family illness/ problem
6...Montana not attractive or interesting
7...Visited another location instead of Montana
8...Prefer a location that's closer to home
9...Changes in regulations regarding snowmobiling in Yellowstone
10...Other reason (Specify) _____

24. Where did you visit on a trip that was over 200 miles away from home, and outside your home state? _____

25. In the next two years would you say you...?

1...Definitely will visit Montana
2...Probably will
3...Probably will not, or
4...Definitely will not visit Montana

26. In which season would you most likely visit Montana?
- 1...Winter
 - 2...Spring
 - 3...Summer
 - 4...Fall
27. Please consider the following descriptions, and indicate how much each one describes Montana. Please use a scale from 1 to 5, where 5 indicates it strongly describes Montana, and 1 indicates it does not describe Montana at all. You may use any number between 1 and 5
- 1..downhill skiing or snowboarding
 - 2..cross country skiing
 - 3...snowmobiling
 - 4..winter sports, in general
 - 5...camping/rv-ing
 - 6...hiking or walking
 - 7...fishing
 - 8...hunting
 - 9...mountains
 - 10...rivers and lakes
 - 11...photography
 - 12...family and friends
 - 13...recreational pursuits in general
 - 14...visit historical sites/history/museums
 - 15...natural beauty/scenery
 - 16..visit national parks/sites
 - 17..openness/open spaces
 - 18...wildlife
 - 19..calmness/relaxing/less traffic and/or stress
 - 20..sense of adventure
 - 21..visit Lewis & Clark sites
 - 22..Western hospitality and friendliness
28. In the past five years, how many times have you been to Montana?
ENTER NUMBER OF TIMES _____
29. Besides Montana, what other states or provinces have you taken snowmobiling trips?
- 1...Other specify
 - 2...Other specify
 - 3...Other specify
 - 4...Other specify
 - 5...NONE
30. How interested would you be in visiting Lewis & Clark attractions or special events while on vacation in Montana? Would you say you...?
- 1...Definitely would be interested
 - 2...Probably would be,
 - 3...Probably would not, or
 - 4...Definitely would not be interested
31. Overall, how likely are you to...? Would you say...?
- 1...Very likely
 - 2...Somewhat likely
 - 3...Not at all likely

- ☐ Use the internet for travel planning _____
☐ Make reservations on-line _____
☐ Purchase a travel package or special deal on-line _____

These last few questions are for grouping your responses with others similar to you.

32. What is your marital status?
1...Married
2...Divorced
3...Widowed
4...Single/never married
33. Are you female or male?
1...Female
2...Male
34. Including yourself, how many people are currently living in your household?
ENTER NUMBER: _____
35. How many children under the age of 18 do you have living at home?
ENTER NUMBER: _____
36. Which of the following categories best represents the last grade of school you completed?
1...High school or less
2...Some college/technical school
3...College graduate
4...Post graduate degree
37. Which of the following categories best represents the total annual income for your household before taxes?
2...under \$39,999
3...\$40,000 to \$59,999
4...\$60,000 to \$79,999
5...\$80,000 to \$99,999
6...\$100,000 to \$120,000
7...More than \$120,000
38. What is your age? ENTER AGE: _____

Thank you very much for taking the time to complete this survey!